



**KATALYST**  
by Codurance

# Communities of Practice

Develop your team's potential

# Provide new skills and professional support to your team through a Community of Practice

We help you establish, launch, and maintain your **customized Community of Practice**, as well as measure the impact of the initiative. If you already have a CoP in place, we help you boost it, however, if you need to create one from scratch, we do it together.

We develop a plan to provide you with tailored guidance, resources, and regular checkpoints to measure progress and results, ensuring its success.

Katalyst is the service line designed by Codurance that allows you to develop your team's potential

# What is a Community of Practice (CoP)?

It is a dynamic group of professionals who agree **to exchange knowledge, solve challenges and promote innovation** in a collaborative environment.

Members of CoPs come together to share ideas, best practices, lessons learned, and provide solutions to common problems, achieving:

- Improving team effectiveness by facilitating the exchange of experiences and skills
- Stimulating innovation by fostering discussion and the generation of new ideas
- Driving the organization to become more competitive: changes at both technical and organizational levels
- Strengthening the organizational culture of learning and collaboration
- Contributing to improved engagement and talent retention

# What problems does it solve?

These are some of **the challenges that development teams face**, which are difficult to resolve for individuals, teams, and organizations without a solid learning and development strategy.

Communities of Practices help to address them.



Rapid changes in technology



Knowledge silos



Low employee engagement



Complex problem solving



Inconsistent processes and standards



Retention of tacit knowledge



Onboarding of new employees



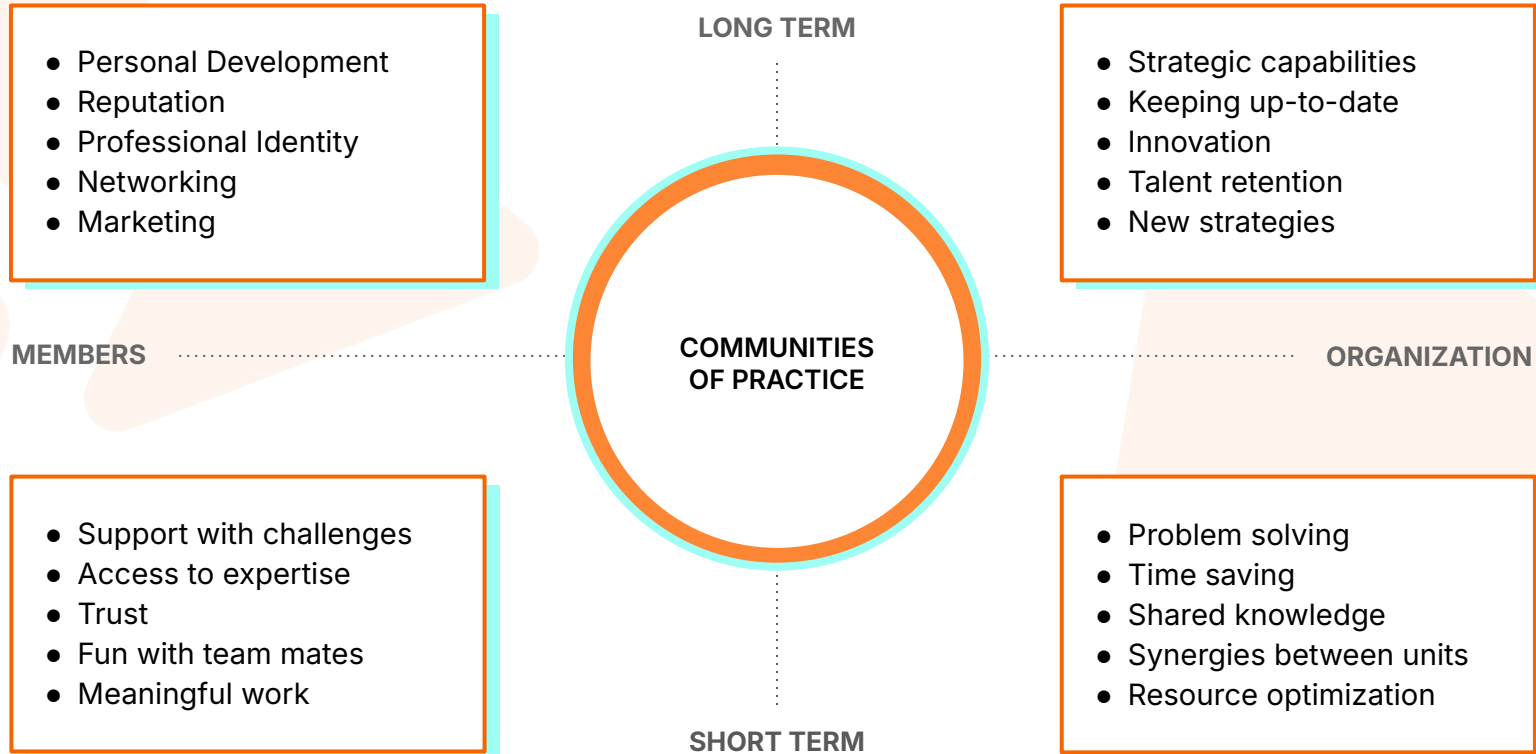
Stagnation in innovation



Skill gaps



Geographically dispersed teams



# We help you create, launch, and maintain your CoP

and approximate the resolution of those problems through



## People

Improving communication, increasing team participation through strategic quality initiatives, and exchanging ideas to foster innovation.



## Transformation

Ensuring organizational impact focused on creating a culture of quality and excellence.



## Quality

Helping to improve software development quality through a mindset shift and adoption of best quality practices across the organization.

# How we do it

Each Community of Practice has its own peculiarities, and that's why we outline a tailored plan together where we define the strategy to follow in your case. However, these three steps, along with their associated actions, serve as the framework we use as a starting point.

## PLANNING AND DESIGN

1

Identifying the potential of the community and defining its purpose

Establishing a core group of founding members

Defining clear criteria for membership and community objectives

Securing initial organizational support

## IMPLEMENTATION AND DEVELOPMENT

2

Creating a safe space for members to meet and communicate

Developing a support network with clear rules of participation

Facilitating knowledge exchange and learning activities

Encouraging members to adopt common approaches and standards

## CONSOLIDATION AND GROWTH

3

Implementing tools to store and share community outcomes

Recognizing the community's role in professional development and value to the organization

Establishing the community as an integral part of the organization

# Working areas

There are three areas that need to be developed for a CoP to be truly successful:

**Domain:** definition of the shared research area and key issues.

**Community:** relationships between members and a sense of belonging.

**Practice:** core knowledge we want to learn about, methods, success stories, case studies, tools, and necessary documentation.

## Factors that determine the success of a CoP:

### Organizational

- Strategic relevance of the domain
- Visible leadership support (without micromanagement)
- Balance between formal and informal structures
- Adequate resources
- Consistent attitude

### Community

- Domain that energizes a core group
- Skilled and respected coordinator
- Participation of experts
- Detailed approach to practice
- Suitable pace and variety of activities



# Types of CoP sessions:

We typically work with formats that combine content delivery and community participation.

Some examples include:

[See appendix for more](#)

**Practical workshops:** TDD, Mocking, Outside-in, Refactoring, etc.

**Talks delivered by experts** and professionals.  
i.e. Sandro Mancuso.

**Active learning groups:** working on cases and examples provided by participants.

**Instructional session:** training individuals on community guidelines and ways of working.

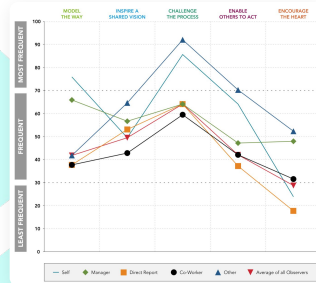
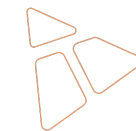
**Brainstorming:** generating ideas for topics, sessions, and other activities that would benefit the community.

**Fireside chats:** panels focused on specific topics related to the community and organization.

# Data-driven decisions

Depending on the objectives and scope, we establish dashboards that are used to understand progress, return on investment, and areas for improvement. We include parameters such as:

- **Self-assessment:** How does the individual perceive their effectiveness at work?
- **Skills matrix:** Individual and peer perceptions of skills and areas of expertise.
- **Performance metrics:** Relevant for evaluation (e.g., features implemented, production releases, errors, etc.).
- **Interviews:** Feedback from peers and managers.
- **DORA:** Delivery lead time, change failure rate, deployment frequency, mean time to restore.
- **SPACE:** Quantitative and qualitative surveys on development experience.
- **Organizational climate:** Surveys on organizational climate and assessment of readiness for change.



[See appendix for more](#)

# Drive it, wherever you are

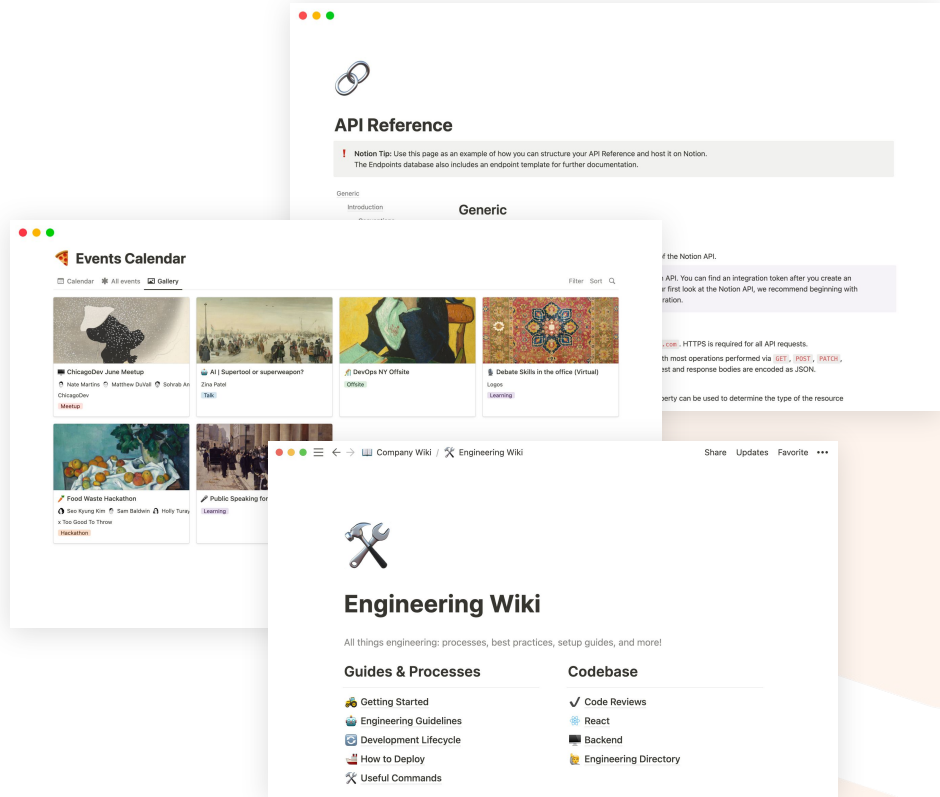
Today, it is very common to moderate **Communities of Practice online and remotely** using tools that emulate office environments like Gather, or collaborative development environment tools like LiveShare for VSCode, as well as video conferencing channels like Zoom or Google Meet. Distributed teams find it very convenient.



```
SESSION DETAILS
├ Participants (3)
│   ├── Jon W Chu • Header.js:12
│   ├── Amanda Silver • GuestbookGrid.js:13
│   └── PJ Meyer • GuestbookGrid.js:9
├ Shared Servers (2)
│   ├── localhost:3000
│   └── REST API
├ Shared Terminals (2)
│   ├── bash (Read-only)
│   └── bash (Read/write)
├ Audio Participants (3)
│   ├── Jon W Chu
│   ├── Amanda Silver
│   └── PJ Meyer
└ Code Editor
    1 import GridArrow from "../GridArrow";
    2 import GridLegend from "../GridLegend";
    3 import GuestbookGridCell from "../GuestbookGridCell";
    4
    5 export default class GuestbookGrid extends Component {
    6   constructor(props) {
    7     super(props)
    8     this.state = PJ Meyer
    9     signature: signatures
    10   }
    11
    12   Amanda Silver
    13   render() {
    14     const cells = this.state.signatures.map((signature, index) =>
    15       <GuestbookGridCell key={index} {...signature} />
    16     );
    17   }
    18 }
```

# Create a knowledge base

Throughout the life of the community, we not only create a catalog of best practices and patterns, but also document sessions, communications, and other structural information that are reused to manage the community itself.



# Engagement

...and of course, we work with your internal communication team to create communication campaigns that are aligned with company guidelines and foster engagement with the CoP.

## Consultancy CoP 19



Hello there!!! 🙌

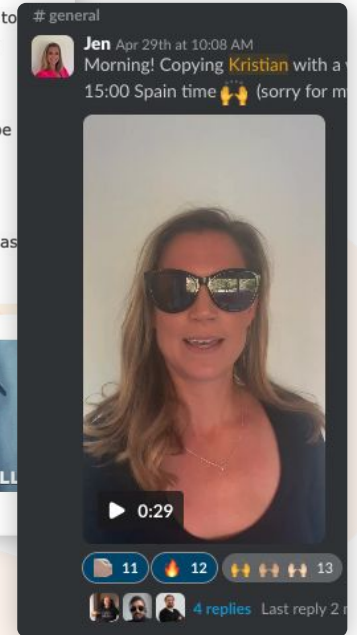
Today **Monday March 18th**, **Mauro** is going to be running the third session on Sales Proposal, he prepared a hands on exercise to practice how to create a sales proposal.

Get in shape as I'm doing to be ready for today's session!

Remember **today at 15.00 (CEST)** through [this link](#), or as for the invite!

### Session proposal

Any Idea, curiosity or willing to know more about a topic? Do you want to run a session of facilitate it? If you answered yes to one (or more) of this questions add it to [our Backlog!](#)



# Software Crafters Communities

Codurance is deeply involved with software craftsmanship communities across Europe, actively supporting events, meetups, and workshops to foster skill development and knowledge sharing. The company sponsors and participates in sessions that emphasize high-quality code, agile practices, and professional growth. Codurance supports initiatives in cities such as London, Barcelona, and Madrid, helping cultivate a strong network of software craftsmanship practitioners dedicated to continuous improvement.



# Communication plan

The following is a simple example measurement of current status and adoption strategy:

○ Desired    ● Current

Group	Unaware	Aware	Understand	Collaborate	Commitment (scale)	Advocate (scale)
Squad 1			●			○
Squad 2		●		○		
Cohort 1		●		○		
Vertical 1	●	○				



# The role of DevRel: community engine

DevRel or Developer Relations is the person who build relationships between the community of practices and the organization that drives it.

It makes all its experience, resources and technological knowledge available to the community to support them in solving problems and professional improvement.

**We provide you with the appropriate professional to perform these functions.**

## What does this role bring to the CoP?

- **Creating quality content:** tutorials, guides and presentations to provide a knowledge base to the community
- **Collaboration with internal teams:** Work directly with other roles in companies to generate content, product improvement, brand positioning, etc.
- **Technical support:** Resolve doubts or problems during the use of tools and promote/help in aspects that improve expertise.
- **Feedback management:** Analyze feedback to improve and move in the right direction.





## Success case

# Set up and maintenance

We collaborated with Santander Corporate & Investment Banking (CIB) as part of their Kodokan program to initiate and support a Community of Practice (CoP) focused on technical practices.

This CoP has been a lasting success, benefiting hundreds of employees by fostering the adoption and discovery of new technical practices.

### Our contributions included:

- **CoP leaders training:** we conducted comprehensive training sessions to develop leadership and facilitation skills.
- **Session facilitation:** we organized and facilitated the initial CoP sessions to ensure strong participation.
- **Internal communication plan:** we developed and executed a strategic plan to promote the CoP's objectives and activities internally.

### Outcome:

The CoP remains active to this day, focused on continuing to drive innovation and collaboration within Santander CIB.

## Success case

# Consolidation and energization

We also helped strengthen existing communities within the organization and align their operations with strategic objectives.

### eDreams ODIGEO

#### Set up of Development Hubs

We partnered with **eDreams ODIGEO** to support the launch of two new development centers in Palma de Mallorca and Milan.

To attract developers in these regions, we organized two events featuring a talk by Sandro Mancuso followed by a panel discussion. The goals were to generate interest within the community, assist in recruitment efforts, and create high-value content.

This collaboration helped kickstart both centers, attract candidates, and locally promote the brand as an employer.



#### Global CoP Energization

We worked with Boehringer to launch an internal Community of Practice (CoP) aimed at driving a cultural shift focused on improving software quality.

This CoP, involving all international offices of the brand, required support for both its launch and ongoing sessions. With the involvement of Sandro Mancuso, we organized discussions and presentations on quality.

The CoP is active, and we continue to collaborate on delivering high-impact sessions.

# Previous experiences

“

CAZOO

Codurance was a natural choice for us, as they are closely aligned with the culture we are trying to establish and have been able to meet our expectations. I recommend Codurance to any organization needing to enhance their culture of excellence in delivering high-quality engineering solutions.

**Ian Kershaw**  
Software Engineering Director at Cazoo

“

Roche

We chose to work with Codurance due to their strong reputation in Software Craftsmanship, an approach that fits perfectly with our context, and because their courses are highly proven and valued by our developers. Their ability to understand and adapt to our needs has been remarkable in our collaboration.

**Sergio Champel**  
Engineering Director, DSDIC SW Ecosystems at Roche Diagnostics SL

“

VERYCHIC

Codurance has had a lasting impact on VeryChic's business. Not only did they support us in building an optimized platform, but they also helped us incorporate current best practices in software engineering. Now, we have a website that provides our customers with a satisfying experience and a reliable platform upon which we can confidently continue to build.

**Sergio Vico Marfil**  
Chief Technology Officer at VeryChic

“

dsm-firmenich ●●●

One of the goals of Scentmate by dsm-firmenich is to become a benchmark in innovation and digital culture within the fragrance sector. But it's more than just a goal; it's a culture, a way of doing things, and understanding the business. Codurance is instrumental in helping us achieve this. That's why for us, Codurance is more than a partner; they are a companion on this journey.

**Alfonso Álvarez Prieto**  
General Manager & Scentmate Founder at dsm-firmenich

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# Appendix

*Some topics related to the Best Practices CoP*

# Software Development Community of Practice

Share best practices and drive  
continuous improvement  
within development teams.

Development Discussion



Sofia  
Carballo

## “The Agile Manifesto and XP”

- Compare XP to other agile methodologies.

Tools: Miro

**Format**

Debate.

**When?**

20/11/2024, 10:30 - 12:00

channel : Zoom

# Software Development Community of Practice

Share best practices and drive  
continuous improvement  
within development teams.

## Development Practice



**Benjamin  
Rae**

## “Unit testing with TDD”

- Introduce the concept of TDD and write simple tests.

Tools: Code editor, testing framework.

**Format**

Code kata.

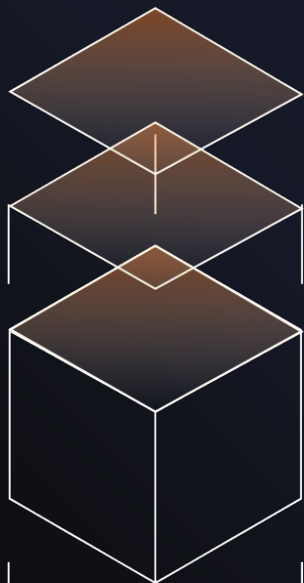
**When?**

04/12/2024, 10:30 - 12:00

channel : Zoom

# Crafting Leadership CoP

*Empower anyone to be the driver of change and innovation while taking on full ownership and guiding role regardless of the position*



## Leadership Discussion



### *“Effective Leadership in Remote Teams”*

Join us as we delve into the prevalent challenges of managing remote teams and collaborate to discover the most effective solutions. This session will leverage your experiences to enhance our collective understanding and practical application of remote leadership strategies.

#### **Format**

Collaborative discussion using Menti followed by breakout room focused discussions/exercises.

#### **When?**

Monday 3rd at 2pm (see communities calendar)

channel : [#crafting-leadership](#)

Rowan Lea



# Crafting Leadership CoP

*Empower anyone to be the driver of change and innovation while taking on full ownership and guiding role regardless of the position*

James will tell us a bit about his role at Numis where he was mostly a one-person-band being an architect, tech lead, craftsperson and project manager at the same time and how he traversed leading that kind of an engagement.

**(15-20min)**



**James Mbowa**

## Being an Informal Leader



Full Group Interactive Exercises with Mentimeter **(15-20min)**

Followed by most-voted exercises/discussions in breakout rooms **(20-25min)**

### Breakout Rooms Options

Formal vs Informal Leadership Traits

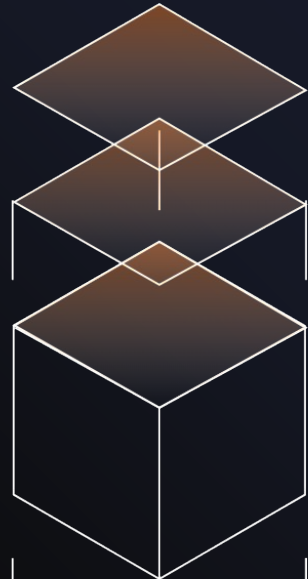
Demonstrating Informal Leadership

Leveraging Informal Leadership

Informal Leadership Challenges

channel : [#crafting-leadership](#)

codurance





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# **Example of a tentative agenda for a Software Development CoP**

Example of a tentative agenda for a software development CoP

Session #	Day	Time	Facilitator	Title	Objective	Format	Channel	Required Tools
1	04, December 2024	10:30 - 12:00	Sebastian Kulinski	Clean Code Principles	Understand the principles of clean code.	Lean Coffee	Zoom	None
2	15, January 2025	10:30 - 12:00	Sofia Carballo	Exception Handling	Learn how to handle exceptions gracefully.	Practical talk	Zoom	Code editor, testing framework
3	12, February 2025	10:30 - 12:00	Sebastian Kulinski	Caching Strategies	Explore different caching techniques.	Debate	Zoom	None
4	26, February 2025	10:30 - 12:00	Sofia Carballo	Logging Best Practices	Implement effective logging.	Practical talk	Zoom	Code editor
5	12, March 2025	10:30 - 12:00	Sebastian Kulinski	Authentication and Authorization	Secure your application.	Talk + Lab	Zoom	None
6	26, March 2025	10:30 - 12:00	Sofia Carballo	Configuration Management	Manage application settings.	Talk	Zoom	None
7	09, April 2025	10:30 - 12:00	Sebastian Kulinski	Dependency Injection	Understand dependency injection.	Practical talk + Prepared kata	Zoom	Code editor, testing framework
8	23, April 2025	10:30 - 12:00	Sofia Carballo	RESTful API Design	Build robust APIs.	Practical talk	Zoom	Code editor, testing framework
9	07, May 2025	10:30 - 12:00	Sebastian Kulinski	Unit Testing	Write effective unit tests.	Code kata	Zoom	Code editor, testing framework
10	21, May 2025	10:30 - 12:00	Sofia Carballo	Integration Testing	Test the interaction between components.	Code kata	Zoom	Code editor, testing framework

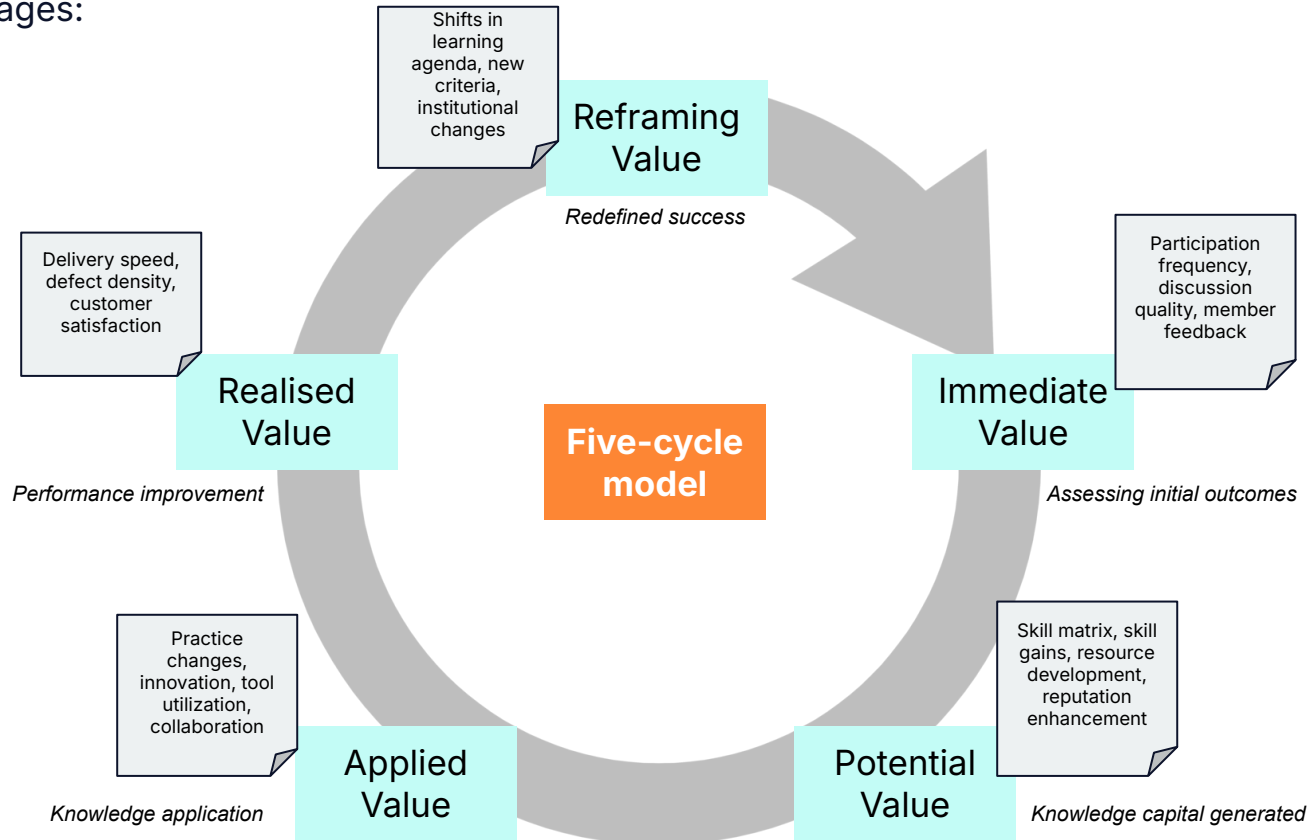
Example of a tentative agenda for a software development CoP

Session #	Day	Time	Facilitator	Title	Objective	Format	Channel	Required Tools
11	04, June 2025	10:30 - 12:00	Sebastian Kulinski	End-to-End Testing	Test the entire application flow.	Code kata	Zoom	Code editor, test automation tool
12	18, June 2025	10:30 - 12:00	Sofia Carballo	CI/CD Pipeline	Set up a CI/CD pipeline.	Practical talk	Zoom	None
13	02, July 2025	10:30 - 12:00	Sebastian Kulinski	DevOps Practices	Integrate DevOps with development.	Theoretical talk	Zoom	None
14	27, August 2025	10:30 - 12:00	Sofia Carballo	Observability Basics	Monitor application health.	Practical talk	Zoom	None
15	10, September 2025	10:30 - 12:00	Sebastian Kulinski	Distributed Tracing	Trace requests across microservices.	Theoretical talk	Zoom	None
16	24, September 2025	10:30 - 12:00	Sofia Carballo	Log Aggregation	Collect and analyze logs.	Practical talk	Zoom	None
17	08, October 2025	10:30 - 12:00	Sebastian Kulinski	Performance Optimization	Optimize application performance.	Theoretical talk	Zoom	None
18	22, October 2025	10:30 - 12:00	Sofia Carballo	Security Best Practices	Implement security measures.	Theoretical talk	Zoom	None
19	05, November 2025	10:30 - 12:00	Sebastian Kulinski	Cloud Native Architecture	Design cloud-native applications.	Practical talk	Zoom	Miro
20	19, November 2025	10:30 - 12:00	Sofia Carballo	Emerging Trends	Discuss the latest trends in software development like AI and ML	Theoretical talk	Zoom	None

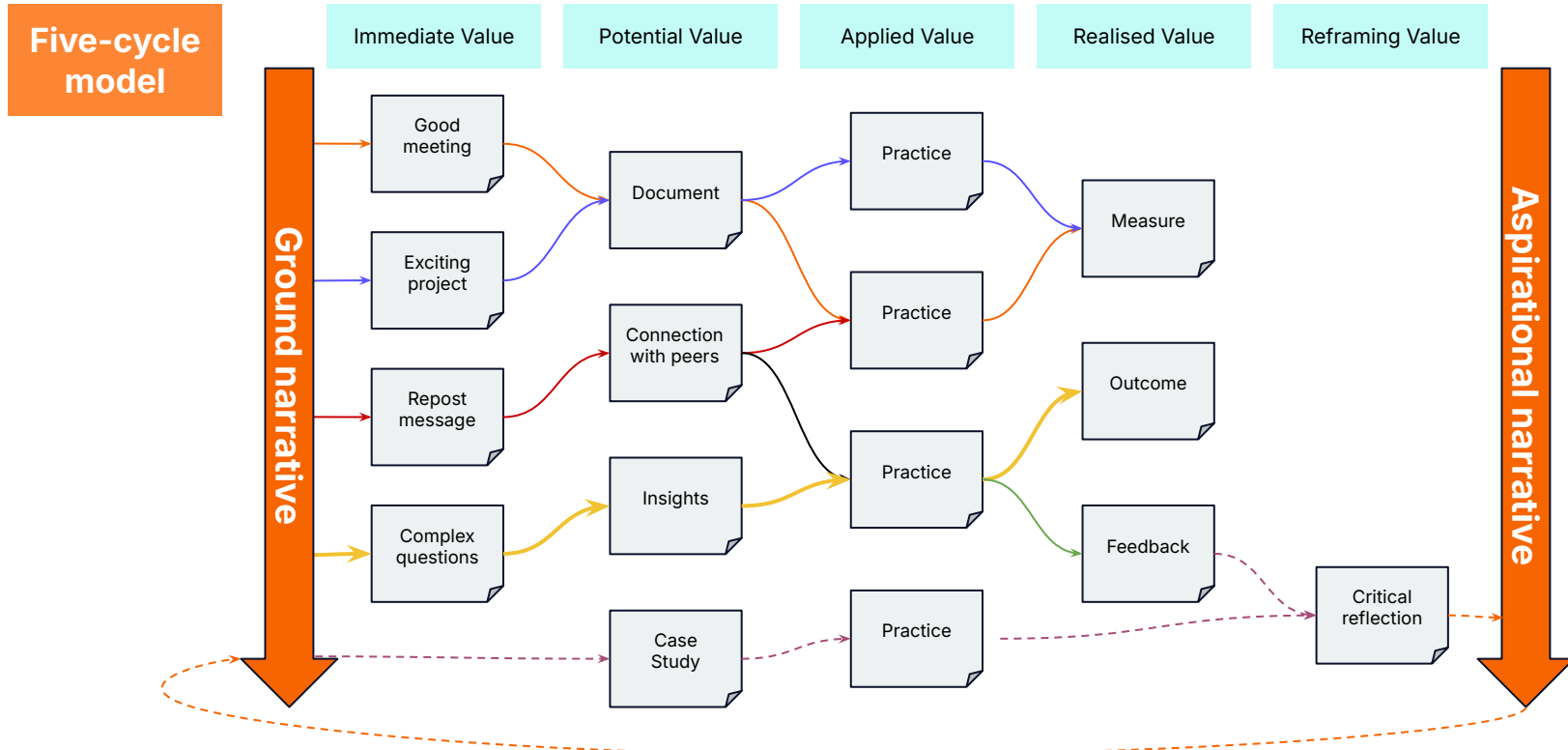
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# Example of a tentative metrics for a Software Development CoP

To assess the progress of a community of practice, we use a five-cycle model that evaluates value creation at different stages:



In this example, we see the value creation flow of a CoP that comes to life by combining indicators and stories, growing over time and helping to justify the investment of resources to the main stakeholders.



# Questions?

If you need to discuss any doubts,  
we are at your disposal.

**Thank you**



**José E. Rodríguez Huerta**  
Managing Director



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